



PRESS RELEASE

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ENEL WINS THE INNOVA RETAIL AWARD FOR BEST CONCEPT STORE IN THE NON-FOOD CATEGORY

- *A new retail model that combines sustainability, innovation, and engagement to guide customers through the energy transition*

Rome, October 17th, 2025 – Enel has been awarded the first prize at the Innova Retail Award in the “Non-Food Stores – Concept” category for its innovative Customer Hub: a new retail model that redefines the role of the physical store, transforming it into an experiential and relational ecosystem serving local communities.

The Innova Retail Award jury recognized Enel for creating a new experiential concept designed as a Customer Hub that goes beyond the traditional store model, offering integrated solutions for families and businesses while promoting more conscious energy use.

With a welcoming design and personalized consulting, the format invites visitors into familiar and inclusive spaces, enhanced by LED walls, digital showcases, and energy simulation tools that make each visit engaging. The layout is designed to encourage interaction, exploration, and longer stays.

Inside the Customer Hub, Enel offers a wide and integrated range of services: from electricity and gas supply tailored to different customer needs, to electric mobility, distributed renewable generation solutions, fiber connectivity, as well as maintenance, assistance, and energy check-up services. The focus is not only on the services themselves, but on the overall customer experience—what matters is not just what you buy, but how you experience it.

Thanks to this innovative approach, the new Customer Hubs, located in high-visibility areas, aim to guide individuals and communities through the energy transition, showing how electrification of consumption can be not only an ethical and sustainable choice, but also economically advantageous.